

Message Text

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UNCLAS CAIRO 6567

E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: TEXAS STATE IOGA TRADE MISSION

REF: STATE 48391 (NOTAL)

1. SUMMARY: DURING THEIR VISIT TO EGYPT FROM MAY 7-12, LT. GOVERNOR HOBBY AND OTHER MEMBERS OF TEXAS STATE IOGA AGRICULTURAL TRADE MISSION WERE ABLE TO ASSESS REQUIREMENTS OF EGYPTIAN MARKET FOR AGRICULTURAL MACHINERY. MISSION WAS RECEIVED WARMLY BY PRESIDENT SADAT AT HIS SEASIDE RESIDENCE AT BORG AL-ARB. MINHOUSING AND RECONSTRUCTION AND MINAG PARTICPATED IN MEETING WITH PRESIDENT SADAT WHERE USE OF MISSION MEMBER'S EQUIPMENT FOR AGRICULTURAL DEVELOPMENT WAS DISCUSSED. ALL MISSION MEMBERS APPEARED TO BE EXTREMELY PLEASE WITH MISSION RESULTS AND FELT THAT THEY HAD ACCOMPLISHED THEIR PRIMARY OBJECTIVES IN EGYPT. END SUMMARY.

2. HIGHLIGHT OF MISSION VISIT WAS ONE HOUR AND FIFTEEN MINUTES MEETING WITH PRESIDENT SADAT ON MAY 11. HE INDICATED THAT GOE WILL GIVE HIGH
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PRIORITY TO AGRICULTURAL DEVELOPMENT, PARTICULARLY

LAND RECLAMATION AND DEVELOPMENT OF NEW WATER RESOURCES. HE STRESSED EGYPT'S NEED FOR EXPERTISE AND KNOW-HOW IN LAND RECLAMATION. LT. GOVERNOR HOBBY INDICATED THAT TEXAS, WITH ITS AGRICULTURAL RESEARCH FACILITIES, PARTICULARLY LAND-GRANT COLLEGES, HAD BEEN WORKING ON AGRICULTURAL PROBLEMS SIMILAR TO THOSE ENCOUNTERED IN EGYPT. HOBBY SAID THAT THEIR RESEARCH RESULTS, WHICH INCLUDE PLANT VARIETIES WHICH REQUIRE LESS WATER AND CAN WITHSTAND GREATER SALINITY, WOULD BE AT EGYPT'S SERVICE. PRESIDENT SADAT NOTED HIS APPRECIATION FOR US PROGRAMS OF ASSISTANCE AND MENTIONED THAT GOV. LINK OF NORTH DAKOTA HAD PROMISED AGRICULTURAL TECHNICAL ASSISTANCE FOR GIZA GOVERNORATE.

3. DURING DISCUSSION OF EQUIPMENT PRODUCED BY MISSION MEMEBERS, SADAT SUMMONED MINRECONSTRUCTION AND DEVELOPMENT OSMAN AND MINAG ABOUL ATTA TO PARTICIPATE. BOTH MINISTERS INDICATED THEIR INTEREST IN FURTHER DISCUSSIONS AND TECHNICAL PRESENTATION ON HEAVY TRACTORS AND EARTH MOVING EQUIPMENT OF WOODS AND COPELAND. MINAG AND OTHER OFFICIALS EARLIER DURING VISIT HAD SOHOWN CONSIDERABLE INTEREST IN TOOL SET SUITABLE FOR SMALL PLOTS MANUFACTURED BY ODERN MACHINERY. WHEN THIS EQUIPMENT WAS MENTIONED, SADAT INSTRUCTED MINAG TO PURCHASE EQUIPMENT FOR PILOT STUDY.

4. EMBASSY BRIEFINGS, GROUP MEETINGS AND FULL-DAY FIELD TRIP TO DIFFERENT TYPES OF AGRICULTURAL AREAS PROVIDED MISSION MEMBERS AN OPPORTUNITY TO ASSESS EGYPTIAN MARKET FOR AGRICULTURE RELATED MACHINERY. EGYPTIAN MINISTER OF STATE FOR AGRICULTURE AND SUDAN AFFAIRS DISCUSSED INTER-ARAB AGRICULTURAL RESOURCES. (AS RESULT OF THESE DISCUSSIONS, TEXAS MAY CONSIDER MOUNTING AN IOGA MISSION TO VISIT SUDAN IN 1977.)

5. SOCIAL OCCASIONS AND INDIVIDUAL APPOINTMENTS WERE EFFECTIVELY UTILIZED BY MISSION MEMBERS TO ESTABLISH CONTACTS WITH POTENTIAL AGENTS IN PRIVATE SECTOR

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AND TO EXPAND THEIR RANGE OF CONTACTS WITH AGRICULTURE RELATED INDUSTRIES. MISSION HOSTED RECEPTION FOR ABOUT 100 EGYPTIAN OFFICIALS AND BUSINESSMEN. DINNER HOSTED BY CHAIRMAN CAIRO CHAMBER OF COMMERCE WAS ATTENDED BY MINISTER OF TRADE. GOVERNOR OF ALEXANDRIA, ON BEHALF OF SADAT, HOSTED LUNCHEON.

6. WARMTH OF MISSION'S RECEPTION IN EGYPT WAS

REFLECTION OF SADAT'S VISIT TO TEXAS AND HOSPITALITY
EXTENDED BY TEXAS STATE OFFICIALS, PARTICULARLY
LT. GOVERNOR HOBBY. EMBASSY IS PARTICULARLY PLEASED
WITH TRADE PROMOTION ASPECTS OF THIS MISSION. SOME
MISSION MEMBERS HAD HAD LITTLE PRIOR EXPERIENCE IN
INTERNATIONAL TRADE. EVEN FOR ONE OF COMPANIES WHERE
WE HAD ANTICIPATED SELLING PROBLEMS IN EGYPT,
COMMITMENTS WERE MADE TO PURCHASE EQUIPMENT.
MISSION SUCCESS WAS DUE, IN LARGE PART, TO APPROPRIATE
THEME, QUALITY OF MISSION PARTICIPANTS AND COMPETENT
AND EXPERIENCED ADVANCE PREPARATIONS BY STATE OF
TEXAS OFFICIALS.

7. ACTION REQUESTED: PLEASE PASS COPIES OF THIS
MESSAGE TO LT. GOVERNOR HOBBY'S OFFICE AND TO JIM
HARWELL OF TEXAS INDUSTRIAL COMMISSION.
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